

Message to cattlemen: Beef marketing crucial

Most consumers' attitudes toward beef still are positive, but the beef industry will have to become more market-oriented if it expects to retain a substantial share of the market for high protein foods.

This message was brought to cattlemen by June Anderson, director, consumer affairs, American Meat Institute, Washington, D.C. Anderson addressed the Feeder Council Seminar which was part of the annual convention of the National Cattlemen's Assn.

Anderson pointed out that population characteristics are changing and that consumer attitudes toward many foods are changing. If the beef industry is to succeed, she indicated, it will have to analyze the different market segments and then develop and promote products to meet the wants and needs of those market segments. She said it no longer is possible for cattlemen just to produce beef and expect to get it on consumers' tables in competition with other foods.

Citing competitive situations, Anderson said it is necessary to look at red meat in relation to other dietary choices. After all, she observed, people will eat only so many foods in the course of a day, and desires and pocketbooks determine their choices. Some of the population characteristics now affecting choices are smaller family size, double incomes, busier schedules,

higher education levels and more travel. Greater calorie-consciousness, health concerns, more microwave cookery, and other factors may have affected beef adversely. Also, it appears that some of the larger beef cuts do not fit today's average family size. However, other factors can help beef—such as beef's taste appeal, more pre-cooked meals and more shopping (20-25% by males, who tend to prefer beef).

Versatility, satisfaction and ease of preparation are key sales points for any food, Anderson said, and hamburger is beef's major success story because it has all of those characteristics.

Meanwhile, it is necessary to recognize how competitive products have gained during the past 10 to 20 years. Total per capita consumption of red meat, when viewed over a decade or more, has not shown much change, except for some cyclical swings. However, per capita use of poultry, fish and cheese have shown large increases—reflecting economic and other competitive factors. Poultry's share of the total meat market is now considerably larger than it was.

Anderson said changes in attitudes continue to be seen, and situations vary among different groups of the population. She said the beef industry will have to watch and listen for the changes, and then direct its marketing programs at the different market segments.

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Comments

Speaking before the National Cattlemen's Assn. in Phoenix earlier this month, Stanley Molpus, president of the American Meat Institute (AMI) said that as part of the program for promotion and consumer relations, "Producers, packers and marketers of beef and other red meat products must have a coordinated plan of action to respond to changes in the marketplace."

"We cannot afford to let possible public misunderstanding about products dampen demand. We must be aggressive and tell our story to create an environment in which we can not only maintain, but enhance, demand for red meat."

Molpus pointed out that the combination of rising prices, competition from alternative protein sources, and a cutback in numbers of cattle available is one rationale to explain lower beef consumption. He said Americans still consume all the beef that is produced and that beef cattle supplies have not recovered from the drastic herd cutbacks of the mid-1970s.

"The true reasons behind lower beef consumption," Molpus summarized, "lie somewhere between those two divergent schools of thought. A healthy beef industry is based on economic incentives to producers and sufficient supplies of cattle to keep meat packing plants and processing plants operating at full capacity."

To determine consumer attitudes toward meat, Molpus said, AMI has commissioned the survey firm of Yakelovich, Skelly and White to conduct a study of consumer attitudes affecting meat consumption. "We hope that, through this study, AMI can act as a catalyst toward helping all segments of the meat industry develop common approaches to the marketing problems we share and that we need the resources and support of each industry segment to accomplish our objectives."

C.O. Emrich, in his newsletter, Marketline, suggests that a logical vehicle to bring all these segments in one meeting would be the Livestock Merchandising Institute headquartered in Kansas City and founded by him. Each June this institute composed of all industry segments, conducts a Livestock Marketing Congress.

Perhaps the AMI consumers' survey could be studied by the Congress and some solid recommendations made to get red meat's promotion and consumer relations moving.

DICK CROW

From dry to worse?

Light snowpack sparks water worries

By PATTI THORN
and MARTHA WILLIAMS

Below normal precipitation throughout the West has farmers and ranchers worrying about their crops, and with good reason, say sources contacted by WLJ.

Although some of the heavy precipitation months are still to come, snowpack is below average in most states, in some cases breaking records set for lows during the drought of 1977.

According to Bernie Shafer, snow survey supervisor for Colorado and New Mexico, the West has had a "very dry" winter and may see an "even worse summer, if there's no moisture snow."

Shafer noted that Colorado's snowpack, as of

Feb. 1, is 40% of normal, measuring the least amount of snow for this time of year in 46 years. Assuming normal precipitation from now on, Coloradoans can expect stream flows to run at 35% of normal this summer. One-third of the state is worse off than during the drought of 1977, he said.

Shearer cited other state outlooks, as of the Feb. 1 survey:

• Wyoming: Snow pack is 49% of average, four percent above the lowest record for snow at this time of the year. Stream flow (assuming normal precipitation from now on) will run between 49-82% of normal.

• California: Snowpack is 70% of normal. Stream flow is 58-81% of normal.

• Washington: Snowpack varies from four to 60% of normal, in some places nearing record lows set in 1977. Stream flow is 70% of normal.

• Idaho: Snowpack is 30-80% of normal, averaging 55% of normal. Stream flow is 36-62% of normal.

• Utah: Snowpack is 16-71% of normal, with the northern areas of the state better than they were in 1977 and the southern areas worse than in 1977. Stream flow is running from 23-150% of average, with

most of the state about 65% of normal.

• Montana: Snowpack is 40-50% of normal, with streamflow 60-70% of average.

• Oregon: Snowpack is nine to 35% of average in the Cascades, where now records for low snowpack were set. Stream flow is 65% of normal.

Some of the impact of a dry winter can be offset in areas where reservoirs are full and where irrigation is widespread. According to a

report, reservoirs in New Mexico are twice their usual size, and Washington reservoirs are "adequate."

Another factor which could be critical, said Myron Fritzler, program specialist with the Colorado Agricultural Stabilizations & Conservation Service, is the wind situation in March. Winds typical of the month, especially in Colorado, can pull whatever moisture there is, out of the ground, noted Fritzler.

If the dry winter trend (Continued on page 16)

WESTERN LIVESTOCK JOURNAL

News • Trends • Sales • Shows • Markets

February 23, 1981 Central Edition Vol. 60, No. 17

Administrative bungles, abuse cause alcohol fuel loan freeze

USDA investigators found sloppy paperwork and apparent Farmer Home Administration administrative abuses in alcohol fuels project loan guarantees that have since been frozen by Agriculture Secretary John Block, reports Commodity News Service.

Block recently released a previously confidential audit, prepared by the USDA's Office of Inspector General (OIG), which said loan

guarantees for 15 projects, totaling \$342 million, that were approved in late September and early October 1980 were out reviewed carefully by FHEA personnel and may have been expedited for political purposes.

"The rushed processing of applications and promissory obligations prior to the end of (fiscal year) 1980... appeared to violate the spirit, if not the intent, of the year-end spending re-

strictions imposed by Office of Management and Budget," the report said. Fiscal 1980 ended Sept. 30, 1980.

"Our review... disclosed that many loan processing and decision-making procedures were disregarded or violated, that the loan guarantee applications were inadequately reviewed by national and state (FHEA) personnel, and that the feasibility of many of the projects was not properly determined prior to loan guarantee approval."

The review said 13 of the projects were found to have improperly received guarantees totaling \$218 million from the fiscal year 1980 FHEA budget.

Those guarantees, during the last week of the fiscal year, were processed so rapidly that incomplete paperwork made the guarantees legally invalid, the audit said.

Although the OIG found (Continued on page 7)

Cattle on feed dips to six-year low point

There were 7.51 million head of cattle and calves on feed in the U.S. as of Feb. 1, down six percent from February 1980, the USDA said in a cattle-on-feed report, according to CNS.

USDA said this Feb. 1 figure was the smallest February cattle-on-feed number since 1975.

USDA said 1.53 million head of fed cattle were marketed during January, nine percent below a year ago and 19% below January 1979.

According to USDA 1.28 million head of cattle were placed on-feed during January, five percent less than in January 1980 and 19% less than in January 1979. Net feedlot placements during January were 1.17 million head, down one percent from a year earlier.

The lower-than-expected marketing figure was the most significant and disappointing number in the report, analysts contacted by CNS said.

However, price pressure on near-term cash cattle prices is not expected because much progress has been made in marketing

numbers of fed cattle during the first two weeks in February, the analysts said.

The marketing figure of 91% of a year ago fell below the average trade estimate of 93.6% calculated by CNS, and it indicated that cattle feeders in the seven states did not market sufficient numbers of cattle during January, they said.

However, the trade volume in Kansas and Texas during the past two weeks has been the largest in months, according to Joe Kropf of Livestock Business Advisory Services, Inc.

Feedlots in the South are more current now than they have been since last fall, said Tom Tippon of Professional Cattle Consultants.

Feedlots in the South are more current now than they have been since last fall, said Tom Tippon of Professional Cattle Consultants.

Monfort of Colorado Inc. has announced it will phase out one of its two Colorado feedlots and consolidate cattle feeding operations into one facility, according to CNS.

President Kenneth Monfort announced that the company's Gilcrest, Colo., feedlot would be phased out and that all cattle would be fed at the company's Kuer, Colo., feedlot.

Monfort said the company will have 100,000 to 110,000 cattle on feed at one time in the Kuer feedlot.

According to a recent ranking of feedlots in Farm Futures Magazine, Monfort of Colorado was listed as the nation's second largest cattle feeder with two lots.

The consolidation at the company's more efficient Kuer feedlot will result in annual cost reductions of about one million dollars in energy, payroll and other costs, Monfort said. About (Continued on page 15)

Just a few days ago the Department of Agriculture issued a report indicating that three million acres of American farmland are being converted each year to build shopping centers, highways and houses," Wallop said. "The problem of farmland conversion will affect this nation's ability to produce food, not only for ourselves, but for an expanding world population."

Wallop, who introduced similar legislation two years ago, said if estate tax problems are not addressed, the country will see farmland converted to non-agricultural uses at an accelerated pace.

Wallop said estate tax burdens, coupled with the consequences of inflation, are forcing many family-owned farms and small enterprises out of business and making it difficult, if not

Senators propose estate tax relief

Legislation designed to relieve the burden of inheritance taxes and prevent many family-owned farms and small businesses from having to sell out to large corporations was introduced recently by Senate Finance Committee members Malcolm Wallop (R-Wyo.) and David Boren (D-Okla.).

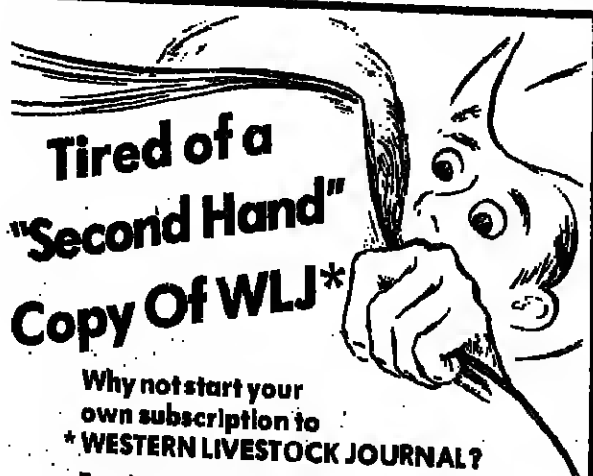
"Heavy estate tax burdens, coupled with the consequences of inflation, are forcing many family-owned farms and small enterprises out of business and making it difficult, if not

impossible, to pass the operation on from one generation to the next," Wallop said. "When estate taxes force farmers or family-owned businesses to sell out to large corporations, then we have a government policy that changes the economic landscape of this nation."

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"Naw, he ain't a wild man, just a Democrat that lost in election!"

Letters

No time to wait

In answer to the letter in the Livestock Journal of February 2:

You are right, young man, there has got to be (and is) a way for "poor people" in our land. Quit sitting around feeling sorry for yourself and waiting for somebody or "the government" to help you! God still helps those who help themselves.

My husband and I started out 20 years ago with absolutely nothing but each other and a baby on the way. We borrowed \$500.00 to buy a small business and have, over the years, turned that small investment into a 450 cow ranch. We have also managed to raise six wonderful children during this time. It took gumption, initiative and hard work and we did without fancy clothes, furniture, cars, etc., but it was worth it.

We certainly had no time to waste on self-pity or to sit around waiting for a handout. We are living proof that America is still a land of opportunity and it is not "impossible" to acquire land if you're "poor."

You say you're on the outside looking in—Well, do something about it! Don't expect somebody to come dry the tears from your eyes, carry you to the door and open it for you so you can get "in." Our biggest problem in America today is that there are too many people like you looking to the government for a handout. Got up and open that door yourself.

A Rancher's Wife

Farm, ranch workers increase in Colorado

The work force on Colorado farms and ranches during the survey week of Oct. 12-18, 1980 totaled 51,000, an increase of 10,000 workers from a year ago. The number of family workers, at 31,000, was up 24% from the previous year. The number of hired workers increased by 25% to 20,000.

Coming Events

Feb. 25-March 8—Houston Livestock Show & Rodeo, Houston, Texas.

COMING AUCTIONS
Feb. 23—Reusch Hereford Farms, Hovan, S.D.

Feb. 24—D & M Farms Limousin Production Sale, North Platte, Neb.

Feb. 24—Grohans Hereford Production Sale, Holyoke, Colo.

Feb. 25—De Jong Bros. Angus-Melrose-Anjou-Simmental-Chargolais Bull Sale, Chamblain, S.D.

Feb. 25—Eversett Ranches 3rd Annual Limousin Sale, Cortez, Colo.

Feb. 25—Nabreka Shorthorn Female Sale, Columbia, Neb.

Feb. 25—2nd Annual Stratham Brangus Sale, Stratham, Texas.

Feb. 26—Western Polled Hereford, Inc. Annual Sale, Burlington, Colo.

Feb. 26—Bellefleur Ranch Angus-Simmental Production Sale, Bowdle, S.D.

Feb. 26—M & L Herefords, Celway, Neb.

Feb. 27—American Pinzgauer Assn. Sale, Houston, Texas.

Feb. 27—Crescent Bar Ranches Registered Black Angus Bull Sale, Perkins, Neb.

Feb. 27—El Paso Livestock Auction Co., Inc. 18th Annual Sonoran Range Bull Sale, El Paso, Texas.

Feb. 27—TFL Ranch Disposition of Herefords, Torrington, Wyo.

Feb. 27—Texas Charolais Breeders Assn. 16th Annual Sale of Sales, Houston, Texas.

Feb. 28—Eckley Herefords, Riverton, Wyo.

March 1-4—Calgary Bull Sale, Calgary, Alberta, Canada.

March 2—Elleritz Key Ranch Charolais Production Sale, Mt. Airy, N.C.

March 2—Hildebrand Angus Farms, Haney, Neb.

March 3—Beaver Creek Limousin Ranch Bull Sale, North Platte, Neb.

March 3—New Mexico Brehman Bull Sale, Roswell, N.M.

March 3—T-Cross Ranches, March 4—Hess Farms, Inc. Angus Bull Sale, Torrington, Wyo.

March 4—La Junta Livestock Commission Co./L.D. Complete Dispersal, La Junta, Colo.

March 4—Panhandle State University Bull Sale, Goodwell, Okla.

March 5—Public Auction Yards Rango Bull Sale, Billings, Mont.

March 6—Born Herefords 20th Annual Production Sale, Fallett, Texas.

March 6—Edgar Cripps & Sons Hereford Sale, Riverton, Wyo.

March 7—Collins Diamond C Ranch Extra Edition, Simmental Bull Sale, Stephentown, Texas.

March 7—Golden Spread Texas Longhorn Assn. Bull Sale, Amarillo, Texas.

March 7—Mid America Brangus Breeders Sale, Yankton, S.D.

March 7—Tack Longhorn Bull Sale, Ft. Worth, Texas.

March 7—The Glover Christmas Market, Glouster, N.H.

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Helms picks subcommittee heads

Senator Jesse Helms, chairman of the Senate Committee on Agriculture, Nutrition, and Forestry, has announced the selection of subcommittee chairmen.

At the same time, Chairman Helms said the committee has agreed to a slight reorganization of the subcommittees.

The number of subcommittees has been increased from seven to eight.

Two new subcommittees have been created from the former subcommittee on environment, soil conservation, and forestry. They are: subcommittee on soil and water conservation, with Senator Roger W. Jepsen of Iowa as chairman; and subcommittee on forestry, water resources, and environment, with Senator S.I. (Sam) Hayskawa of California as chairman.

Also, the subcommittee on rural development has been expanded to the subcommittee on rural development, oversight, and investigations, with Senator Mark Andrews of North Dakota as chairman.

The subcommittees, their chairmen and members are:

- Soil and water conservation (subcommittee no. 1)—Senator Jepsen, chairman, with Republican Senators Thad Cochran of Mississippi and Hayskawa; and Democrat Senators Howell Heflin of Alabama and Walter D. (Dee) Huddleston of Kentucky, who is also ranking minority member of the full committee.

- Agricultural credit and rural electrification (subcommittee no. 2)—Senator Paula Hawkins of Florida, chairman, with Republican Senators Jepsen and Andrews; and Democratic Senators Edward Zorinsky of Nebraska, Heflin, and David Pryor of Arkansas, and Heflin.

- Foreign agricultural policy (subcommittee no. 6)—Senator Boschwitz, chairman, with Republican Senators Lugar, Cochran, Dole, Jepsen, and Mrs. Hawkins; and Democrat Senators Dixon, Pryor, Boran and Zorinsky.

- Nutrition (subcommittee no. 7)—Senator Dole, chairman, with Republican Senators Hayskawa, Lugar and Mrs. Hawkins; and Democrat Senators Leahy, Melcher and Dixon.

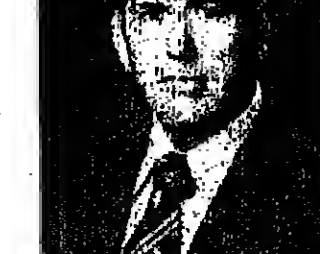
- Forestry, water resources, and environment (subcommittee no. 8)—Senator Hayskawa, chairman, with Republican Senator Pryor and Melcher.

The company reported that its international operations contributed \$2.125 million more to profits than a year earlier.

Results from consumer sales of Oscar Mayer brand processed meat products were improved, despite a decline in sales volume of about 11%, the company reported. Louis Rich brand

was disappointing for the quarter, the company said, with all three major lines, Oscar Mayer, Louis Rich and Chef's Poultry, performing under volume and margin goals. Total food service results were negative.

The company reported that its international operations contributed \$2.125 million more to profits than a year earlier.



KEEPING UP — To keep pace with the demands of the ever-growing Houston Livestock Show, officials have announced the addition of Michael E. McCravy as a permanent member of the livestock show staff. McCravy joins the show as assistant manager, with primary responsibilities in all areas of the livestock and horse show management.

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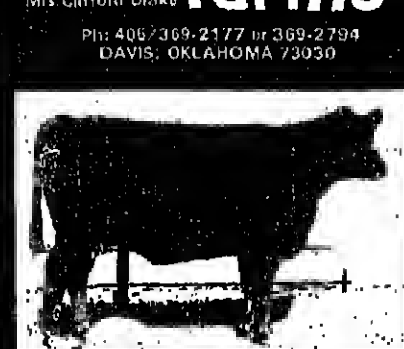
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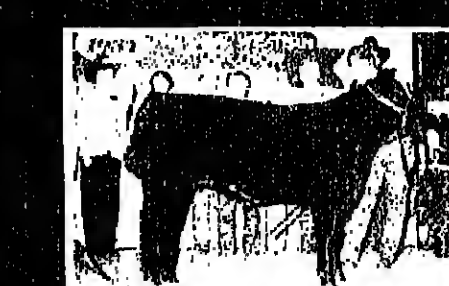
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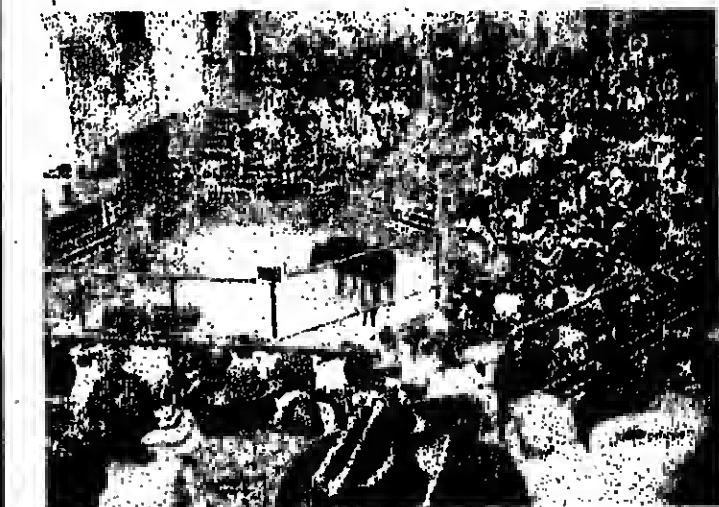


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Ralph Heinemann for Western Livestock Journal

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USDA sets target of New Year's for start of tough brucellosis tests

Restricted cattle shipping may come in a sweeping bill next New Year's day, according to a USDA veterinarian.

"Producers now enjoying unrestricted shipping of their cattle may find that their state no longer qualifies for testing exemptions next January," said Paul Becton.

Becton is director of the national brucellosis eradication program for USDA's Animal and Plant Health Inspection Service.

By next New Year's day, new state classifications, along with more stringent testing to ship breeding cattle, will go into effect, he said.

"Cattle producers can do something now, however, to keep shipping cattle without any problem," Becton said.

"If you raise and sell breeding cattle, stocker cattle or dairy herd replacements, you can get your herd certified free of brucellosis."

"Then, it won't matter what classification your state has—you can ship with no testing requirements."

To be certified, a herd must test "negative" twice, with 10 to 14 months between tests, Becton said. To maintain this status, the herd must be tested every year.

"Producers must also follow good management practices," Becton said. "All cattle over six months of age, with the exception of steers and spayed heifers, must be included in each herd test."

Such testing is normally done by a private veterinarian. In outbreak areas, however, where extensive testing is being done by animal health officials, the first herd test may be done at government expense.

"You're likely to find that the cost of certifying a herd is a small price to pay for the assurance it's free of this easily-spread disease," said Becton. "Not only will you be able to sell cattle whenever you want with no pre-testing, but buyers often pay premium prices for cattle from certified-free herds."

Brucellosis, sometimes called Bang's disease, is an infectious, bacterial disease of cattle and other animals that can be transmitted to humans. In livestock, it causes abortions, lowered milk yields and breeding problems.

Eradicating brucellosis is a cooperative state-federal program, Becton said. Minimum standards for states to follow are issued by USDA and are based on recommendations of the U.S. Animal Health Assn., an organization representing state animal health agencies and various producer groups.

"At the request of the association, a technical commission did a 30-month study of the entire program," Becton said. "Based on the commission's 1978 report, the association recommended extensive changes designed to: augment detection of disease, improve handling of infected herds, bolster resistance to disease in cattle and reduce spread."

Many recommended changes are already in effect, he said. "However, the reclassification of states and tightening of certain shipping controls were targeted for Jan. 1, 1982."

This was to allow state animal health agencies and individual producers additional time to prepare for the stricter standards. Current brucellosis shipping rules are largely based on county classifications. Counties are classified as certified free, modified certified or noncertified. All counties in 31 states are now certified free. To qualify, a county must have no infection at time of certification and a herd infection rate of less than nine percent during the preceding 18 months.

Beginning next year, however, county classifications will be dropped and movement restrictions will

rest on statewide A, B and C classifications, Becton said.

"To be Class A, a state must have no brucellosis-infected herds for 12 months," Becton said. "Outbreaks caused by imported cattle that result in no spread to other herds will not count against the 12 months nor cause a status loss."

"Right now, it appears that only 10 to 12 states will qualify as Class A by the first of next year. A like-

number may qualify a few months later. It's evident, however, that the tighter shipping rules accompanying the 1982 state classifications will affect good cattle producers."

Animals subject to testing include: nonvaccinated cattle over 18 months of age; vaccinated beef cattle over 24 months of age; and vaccinated dairy cattle over 30 months of age. Steers and spayed heifers are exempt.

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BEAVER CREEK RANCH

presents

Springtime
LIMOUSIN BULL SALE
March 3, 1981

1:00 p.m. Lincoln County Fairgrounds
North Platte, Nebraska
Sale Day Phone: 308/532-1204

Selling
70
LIMOUSIN BULLS
35 Red - 35 Black

This top set of bulls will be some of the best to sell this spring. All bulls are ready to use and in top condition. Come and buy with confidence on March 3.

Free Lunch on Sale Day

Sale Management by:

CATTLE BROKERS
INC.
Don Jacobs 1101 N. 34th St.
Box 846 • 5810 East 8th
North Platte, NE 68101
Ph: 308/534-8100

Auctioneer: C.K. "Sonny" Booth
Beaver Creek Ranch
Lester Adler, Herdsman
316/375-4816
Leoti, Kansas 67861
Ralph Copeland
308/534-5812
608 Dillon Court
North Platte, Neb. 68101



ANGUS OFFICERS—Newly elected officers of the North Dakota Angus Assn. are: Vice President Lynn Frey (left), Granville; Secretary-Treasurer Brian Sundbak, Minot; and President Greg Halverson, Forest River. The officers were chosen at the group's annual meeting and banquet recently in Minot.

Farm export project finding: U.S. export expansion to continue in next decade

U.S. agricultural exports are expected to continue expanding through the next two decades, but a comprehensive strategy in farm policy is needed to achieve this goal, according to several speakers at the opening session of the U.S. Farm Export Education Project held recently in Washington.

The project, coordinated by the Agricultural Council of America and compiled by several different sectors of the export trade, generally called for continued technological advancement, expanded export development programs, improved transportation systems and general incentives to improve domestic productivity to insure a healthy atmosphere for agricultural trade, according to CNS.

Whether the U.S. can continue to produce more

Auction Results

MISSOULA "TOP CUT" RANGE BULL
Missoula, Mont., Feb. 17
242 bulls.....\$910

Auctioneers:
Bill Rehm and Alan Meyers

Tops: PTZ Banner Sky, 3125/78 by WSF PRL Justice Banner; Terry Phila. Olson, to Ray Hendley, Clinton, \$2800. SO L1 Oom 4388, 9/18/79 by CL 1 Domino 124; Dutchmen Hereford Ranch, Avon, to O. Smith, Hunters, Wash., and W.T. Bennett, Canfield, Wash., \$2500. Selkirk Plegen 9, 3/15/79 by Selkirk Captain 6151; Dyer & Sons, Drummond, to Rolling Stone Ranch, Ovando, \$2200. BJ L1 Oomino 903, 3/15/79 by L1 Oomino 78731; Pat Wilson, Trout Creek, to Middlemist Ranch, Orono, \$2050. Sex C1 Evan 425, 3/11/79 by EK CL Evan Misch 268; Beckstrom Ranch, Inc., Bell, to Pendergast Hereford Ranch, Stevensville, \$1950. Mark Plegen 10, 4/18/79 by SR Mark Arthur H517; L. Dyer & Sons to Don Walker, Lewistown, Idaho, \$1800. RB Oon Hler 810, 3/17/79 by GP 147 Oon 491; Ray Snyder, Moles, to Marvin Wetzelton, Sule, \$1800. Mark Plegen 11, 4/12/79 by L1 Mark Arthur H517; L. Dyer and Sons to E.J. Grady, Canyon Creek, \$1700. BK King Arthur H3, 3/20/79 by SR Mark Arthur H517; Churchhill Cattle Co., Manhattan, to West- stone, \$1650. Selkirk Plegen 5, 4/14/79 by Selkirk Captain 6151; L. Dyer and Sons to Lazene Ranch, Wolf Creek, \$1800. Sex C1 Evan 604, 4/15/79 by EK C1 Evan Misch 280; Beckstrom to Merritt Ranch, Hot Springs, \$1600. And, RMR to Fuller F3, 3/13/79 by RMR Beau Rolo D3; Rex Peirce, Ronan, to Tom Schaefer, Huson, \$1600.

Prices fell here when compared to one and two years ago. However, this huge sale set a very steady pace that did not vary much hour by hour. Lots of bulls sold at \$800 to \$1000 each. Some select bulls brought more, some lesser bulls sold down to \$700; a few bulls sold for less than \$700. However, there were not many of these, and they were carried in the

Cattle graze winter pastures, but supplements still needed

Although lack of snow cover has allowed many cattle herds to graze pastures for most of the current winter, it is probably necessary to provide additional feed supplements, says David Yates, University of Wyoming Extension ruminant nutrition specialist.

"Many old timers in Wyoming will tell you that cattle perform better under harsh conditions than they do in winters that are relatively mild," Yates said. "This situation is directly related to the type of feeding program the cattle are on."

During harsh winters, Yates says ranchers provide adequate diet supplements to maintain their herds. But when conditions are favor-

able, ranchers have a tendency to let cattle graze pastures for long periods of time.

"It is important to take advantage of available forage and allow cattle to graze pastures in early winter," Yates said. "But there comes a time when ranchers should consider providing supplements."

He explains that cattle will select high quality forage when first placed on pastures. They will consume forage that may contain eight to nine percent protein and 60% energy, and this diet is adequate for cows in mid to late gestation.

But large numbers of cattle on one pasture will soon deplete supplies of high quality forage, and

that remaining may contain only about three to four percent protein and 40% energy.

"These nutritional levels are not adequate for cows in late gestation, and they should be provided with supplements of energy and protein as well as phosphorus, which is an important winter supplement under

Wyoming conditions," Yates said.

"These supplements will help the cows meet their nutritional requirements to insure successful calving and rebreeding seasons."

Yates said it is especially important to supplement yearling heifers and those that have calved for the first time.

COLORADO LIMOUSIN BREEDERS

Performance Tested Bull Sale, April 8
Winter Livestock Commission Co., La Junta, Colo.
Selling 125 Head of top Indexing Limousin bulls
For information, contact: Colorado Limousin Assn.
Pres. John Froelich, 303/658-7165 • 1858 M Road • Fruite, CO 81521



New Mexico Brahman Bull Sale
March 3 • 12:30 p.m.
Roswell Livestock Market
Roswell, N.M.

60

Two-Year-Old Bulls

All have been wintered in New Mexico and do not have to be re-tested

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SALE MANAGERS
P.O. Box 100, Salem, Oregon 97301
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SALE MANAGER
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714/861-2961

Grapes Land & Cattle Co., Inc.

JAY EM, WY 82219

22 miles north of Lingle, Wyo., on Hwy. 85. Turn west at Waggoner Hereford sign.

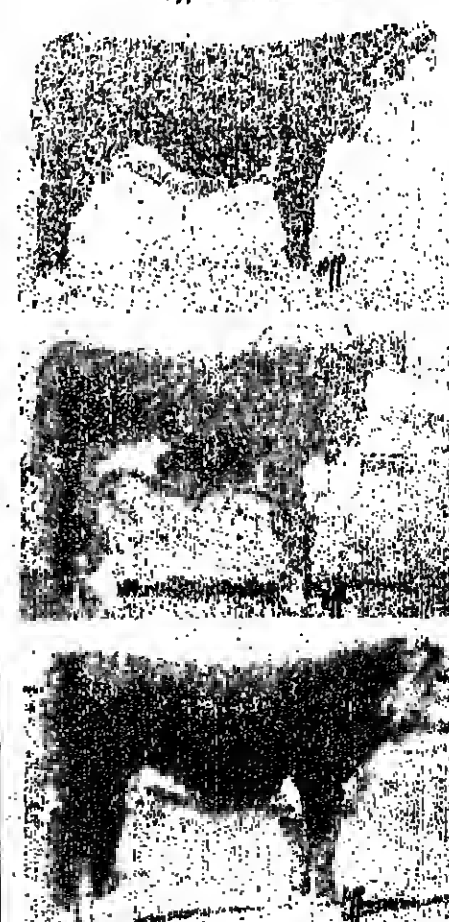
Production Sale
RANGE BULL SALE
Monday, March 9

1:00 p.m.

Lunch 12 noon

at the ranch Jay Em, Wyoming

Typical Sale Bulls



Selling:

- 5 Two-year-old Bulls
- 6 Senior Bull Calves
- 40 Head of Yearling Bulls
- 30 Head of Yearling Heifers

Sired by:

- FRC Sir 1 (Leo)
- LHR L1 Domino 337 (Gallath)
- FRC Count 25
- FRC Yampa King 40
- FRC Yampa King 83
- FRC Yampa Lad 3
- WH Britisher Prince

Attention Commercial Cattlemen:

If you are involved in crossbreeding, these Hereford bulls would be ideal. Don't overlook this offering.

Dams are all Waggoner Hereford bred, since Grapes Land & Cattle Co. is a division of Waggoner Herefords. This is an outstanding set of cattle, with performance records and surely showing the influence of Carpenter breeding.

Auctioneer: Stanley Stout



Typical Sale Bulls

For more information, contact: Grapes Land & Cattle Co., Inc.
Brett West (bulls) 307/532-7415
Larry Grapes (owner) 307/532-4574
Craig Sandilan (cowherd) 307/532-3768

JAY EM, WYOMING 82219

22 miles north of Lingle, Wyo. on Hwy. 85. Turn west at Waggoner Hereford sign.

Auction Results

NEBRASKA ANGUS ASSN. FUTURITY
Grand Island, Neb., Feb. 2

39 bulls \$2,975
24 females 1,615
90 lots 2,298

Auctioneer: Jim Bolderidge
Sole Manager: Miltas Groatz
Secretary of the Nebraska Angus Assn.

Bulls: Cracker Jack Barro SA2019, 8/21/79 by Loma Lane Cracker Jack 12J; Slagle Angus, Sergeant, to Sunnyview Farms, Holdrege, \$10,800. Windac Extender, 0889, 2/11/80 by Columbus Adventure 2057; Windy Acres Angus, Harrison, to Gary's Angus Farm, Tome, Iowa, \$8100. OLC Mr. Angus 8990M, 2/10/80 by Ken Caryl Mr. Angus 8017; Oulrik Land and Cattle Co., Hastings, to Triple K Angus, Waverly, Neb., \$9000. BR Mr. Inheritance 944, 3/10/79 by Ken Caryl Mr. Angus 8017; Riesel Angus, North Platte, to Rudolph Bros., Chiswick, Mont., \$6500. Windac Warren 9409, 4/17/80 by Sir Wms Warrant; Brian Filzgerald, Harrison, to Leavitt Lane Angus Farm, Ames, \$4700.

Females: Black Cap Bess HK 9900, 5/5/79 by Ankonian Dynemo 61A8; Huckleid-Kratus, Gordon, to Ron Sebade, Bellwood, and Kenneth Glaubius, Bismarck, \$7500. K & K Anla 0271, 2/10/80 by Sir Wms Warrant; K & K Cattle Co., Kearney, to 275 Angus Westpoint, \$4000. Weers Marshall Erica 0307, 4/14/80 by Sir Wms Warrant; Weers Angus Farm, Oiler, to 275 Angus, \$3500. JK Belinde 218, 4/10/80 by DLC Recruit; Jim King, Carmey, Neb., to Geisling Farms, Inc., Bluehill, \$3000.

A big crowd was on hand for the Nebraska Futurity in spite of the snow and ice-covered roads. Andy McCurry of Burton, Kan., was the judge of this event.

Slagle Angus, Sergeant, exhibited the grand champion bull, a son of Loma Lane Cracker Jack 12J, to top the sale at \$10,800. Reserve grand champion bull went to Riesel Angus, North Platte, to son of Ken Caryl Mr. Angus 2017. Huckleid-Kratus, Gordon, had the grand champion female with a daughter of

Ankonian Dynemo 51A9, and a Sir Wms Warrant heifer shown by Weers Angus Farm was reserve grand champion female.

—JAY PURCHASE

BLACK HILLS STOCK SHOW RED CARPET LIMOUSIN
Rapid City, S.D., Feb. 9

22 coming 2-year-old bulls \$2,953
26 yearling bulls 1,775
13 head purebred heifers 1,594
4 open purebred heifers 1,500
1 bred 3/4 heifer 1,500
3 open 3/4 heifers 1,750
51 lots 2,252

Auctioneer: C.K. "Sonny" Booth
Sole Manager: Cattle Brokers, Inc.

Tops: King Wolfe 543L, 8/12/79 by Goldenview Herbrides 20H; Leonard Wolf and Sons, Morris, Minn., to Doug Hodgkiss, Mud Butte, \$4200. Mr. Symbras 151L, 4/5/79 by SY Adventure CFM 752; Bymans Bros., Amherst, to Wells Limousin, Bison, \$4100. RGER Settlers Bull 280M, 3/8/80 by Hy-Gro Hallux 08H; Roger Poller, Red Falls, Minn., to W. Huron, \$4000. ADSR Steers 0X820M, 3/25/80 by Edmund C1 M 5B; Allen Steinheuser, Hitchcock, to Dr. Lowell Swisher, Kadoka, \$3500. Mr. Bymbras 95L, 3/22/79 by Mr. Bymbras CFM 328; Bymans Bros., Hot Springs, \$2200. Lookout Cowpuncher 195L, 4/23/79 by Espoir; Lookout Limousin, Timber Lake, to Sorrel Horse Ranch, Welton, \$3150.

Females: SU Prospector 355EL, 4/12/79 by SY Prospector; James Bullion, Ode, to Feather Ranch, Belle Fourche, \$8100. SV Miss Shadow 22M, 4/29/80 by KOB Basu Geeler 16J; Schultz Farms, Batesland, to Feather Ranch, \$2000. Circle Clarice 08M, 4/11/80 by Circle Gamut; Wells Limousin Ranch, to Lee Treub, Bear Creek, Mont., \$2000.

The Red Carpet sale drew an extremely large crowd at the 1981 Black Hills Stock Show. This year's sale was held in the theater at the Rushmore Plaza Civic Center. The large crowd was appreciative of this quality offering and paid good prices for their purchases, making for a good, snappy auction.

—JAY PURCHASE

THE SOUTHWEST BULL CLASSIC

Friday March 13 1:30 P.M.
TUCSON
Pima County Fairgrounds

100 Head • 10 Breeds

95% of Serviceable Age
Sifted, Graded, Guaranteed

Plan The Decade Of The 80's
With Abundant:

**BULL POWER
GENETIC POWER
EARNING POWER**

From 36 Breeders In 5 States

This Sale Is An Annual Feature Of The
SALA Livestock Show—March 12-15
Las Pitas for WLJ

For Catalog or Information Contact

The Southwest Bull Classic

80 South Stone
Tucson, Arizona 85701
602/792-1080

CONSIGNORS:

ANGUS: 12

E.J. Brown, Mesa
Star J Ranch, Tucson
Yvonne Ostfeth, Benson
University of Arizona, Tucson

BRAHMAN: 33

Mr. & Mrs. Wm. R. Cowan, Animes, N.M.
F.D. Connell, Thornton, Tx.
J.D. Huggins, Hongford, Tx.
Pratt Farms, Maricopa
Runnolls-Plorco Ranch, Bay City, Tx.
Santa Elena Ranch, Madisonville, Tx.
Seaborg Ranch, Wharton, Tx.
V8 Ranch, Hungerford, Tx.

BRANGUS: 19

Diamond A Cattle Co., Roswell, N.M.
Jesse C. Larsen, Safford
Garth S. Lunt, Pima
Robbe Brothers, Willcox
University of Arizona, Tucson

CHAROLAIS: 3

Org Blanco Ranch, Nogales

HEREFORDS: 17

4 Star Cattle Co., Elroy
Hooper, Hereford Ranch, Springfield
I.V. Bar Ranch, Douglas
Pruett-Wray Cattle Co., Phoenix
Tripto H Herefords, Elroy
University of Arizona, Tucson

LIMOUSIN: 1

Kings River Limousin Ranch, Sanger, Cal.

SANTA GERTRUDIS: 3

Mr. & Mrs. Garvin Tankersley, Willcox

SIMMENTAL: 8

Gand H Simmental Cattle Co., Hereford
Burkett's Valley Verde, Roswell, N.M.
A Lazy T Simmental, Palangona

SHORTHORNS: 3

Elevans Ranch, Vernalis

TEXAS LONGHORN: 4

Diamond A Cattle Co., Roswell, N.M.
J.A. Jernigan, Sanford

Auction Results

DUVALL RANCHES
Granada, Colo., Feb. 14

34 bulls \$970
17 comm. bulls 892
25 open heifers 760

Auctioneer: Jim Birdwell

Bulls: Tag 264, comm bull; Pote Bazona, Syracuse, Kan., \$1275. DR Victor H433 M201, 4/9/79 by OR Victor N134 H433; Don Higbee, Carleton, \$1185. DR Victor U325 M23, 2/2/79 by OR Victor D F18 U325; Harold Henry, Towson, \$1175. DR Victor 239 M57, 2/11/79 by EDR Victor 912 229; Burke Farm, Wiley, \$1150. OR Victor H433 M142, 3/12/79 by OR Victor N134 H433; Jim Griffin, Syracuse, Kan., \$1100. DR Victor 229 M218, 4/14/79 by EDR Victor 912 229; Spede Ranch, Tucson, \$1100. N.M., \$1100. DR Victor 229 M315, 10/8/79 by EDR Victor 912 229; Ralph Wilson and Son, Bristol, \$1050. OR Victor 229 M184, 4/12/79 by EDR Victor 912 229; Darrell Shelleberger, Wild Horse, \$1050. DR Victor H433 M133, 3/14/79 by OR Victor H433 H433; Griffin, \$1025. OR Victor 229 M48, 2/9/79 by EDR Victor 912 229; Leo Pollard, Holly, \$1000. DR Dom F310 M75, 2/18/79 by CR Dom 549 F310; Victor Cole, Syracuse, \$1000. DR Victor 229 M95, 2/22/79 by EDR Victor 912 229; George Shepherd, Center, \$1000. DR Victor 914 M130, 3/4/79 by DR Victor 914 M130; Lance Verhoff, McClave, \$1000. OR Victor H433 M147, 3/14/79 by OR Victor N 134 H433; Westley Campbell, Holly, \$1000. DR Victor H433 M180, 4/3/79 by OR Victor N134 H433; Gene Sherwood, Bristol, \$1000.

Heifers: Dr. Miss 229 M192, 4/3/79 by EDR Victor 912 229; Ray Schefer, Syracuse, \$1200. DR Miss M31, 2/5/79 by EDR Victor 912 229; Schefer, \$1125. DR Miss H433 M140, 3/12/79 by OR Victor H154 H433; Dennis Farner, Lamar, \$950. DR Miss H188 M284, 5/1/79 by OR 229 Victor H189; Marty Overholt, Clearing, Ohio, \$925. OR Miss H188 M301, 5/4/79 by DR 229 Victor H188; Stuart's Pollard Herefords, Rocky Ford, \$900. OR Miss 229 M192, 4/4/79 by EDR Victor 912 229; Jody Creech, Bristol, \$900.

This sale drew the attention of a large number of commercial cattlemen from this trade area, and the barn at the Lamar Livestock Comm. Co. was filled to near capacity. The Duvall Pollard Hereford bulls have a reputation for being rancher cattle raised by ranchers, and this year's offering was a typical example. The bulls were not highly fitted or conditioned, but rather were presented in their working clothes. They sold for modest prices, and undoubtedly the buyers will like the returns they receive from their bull buying dollars at this sale. Although no volume buyer materialized, the bulls sold to a large number of commercial cattlemen from southeast Colorado, Kansas and New Mexico.

—JERRY YORK

FELTON ANGUS RANCH
Big Timber, Mont., Feb. 14

98 bulls \$1,488
30 yearling bulls 1,171
24 registered females 1,032
10 commercial females 808

Auctioneer: Pat Goggins

Bulls: FAR Viking 5099, 3/14/79 by Shoshone Viking GD80; Laurence Grassfield, Big Timber, \$2750. FAR Viking 5189, 3/13/79 by Shoshone Viking GD80; Popone Ranch, Winfred, \$2700. FAR Viking 5149, 3/8/79 by Shoshone Viking GD80; B Bar Ranch, Emigrant, \$2600. FAR Memo 8129, 3/13/79 by Leonard Memo 8540; 3 Bar Ranch, Buffalo, \$2600. FAR Shoshone 2299, 3/12/79 by Nelson Shoshone 608; Popone Ranch, \$2800. FAR Memo 8269, 4/25/79 by Leonard Memo 8540; 3 Bar Ranch, \$2200. FAR Shoshone 2449, 3/15/79 by Nelson Shoshone 608; Larry McCauley, Three Forks, \$2100. FAR Rito 36 3469, 3/7/79 by Rito 208 of Ideal 2218; Bill Pruett, McLeod, \$2100. FAR Revolution 8149, 3/4/79 by MSU Black Revolution 317; R.M. Nelson, Ranch Co., Fishkill, \$2100. FAR Memo 8229, 4/12/79 by Leonard Memo 8540; Motture Brothers, Heve, \$2000. PAR Memo 8319, 6/5/79 by Leonard Memo 8540; Jerry Merkeller, Mayville, \$2000. And: PAR Memo 8339, 5/14/79 by Leonard Memo 8540; 3 Bar Ranch, \$2000.

Yearling bulls: FAR Viking 4310, 3/8/80 by Shoshone Viking

GD60, Ed Wylie, Hardin, \$2000. FAR 36 Rito 3660, 3/3/80 by Rito 208 of Ideal 2210; Popone, \$1500. FAR Viking PJM 4020, 3/9/80 by Viking 118 PJM; Cyle McCallister, Custer, \$1500. And: FAR 105 Band 6090, 2/23/80 by Band 234 of Ideal 3163; Schulz Angus Ranch, Sheridan, \$1500.

Females: Eleva 3905 of FAR, 3/12/79 by FAR Eleva 6152; McCallister Angus Ranch, Bozeman, \$1300. Memo 7037 FAR, 3/10/79 by Leonard Memo 8540, Sweeling Ranch, Lewiston, \$1150. Thunderbird 128 FAR, 3/11/79 by JAF Thunderbird 707; Wylie, \$1150. Thunderbird 2740 FAR, 2/20/79 by KAF Thunderbird 707; Steve Mitchell, Judith Gap, \$1100. And: Asbury 9907 FAR, 3/9/79 by Green Valley Asbury 50th; Bar Double J Ranch, Livingston, \$1100.

The Ray Feist family enjoyed a good sale, however, it was not on a par with one year ago. These cattle carried some flesh, but they were not fat in any sense of the word. They were just good, strong, steady, ranch-raised cattle, and they found a steady market on the range.

—RALPH HEINEMANN

BIG SKY CLASSIC HEREFORDS

Bozeman, Mont., Feb. 8

53 bulls \$2,320

Auctioneer: Bill Lally

Sale Manager: Dr. John Smith

Bulls: 3J Adv Prince 8039, 3/22/79 by CH Domino 560; Jensen Bros., Circle, to Hollow Top Ranch, Pon, \$8780. FH Britisher Lad 918, 1/20/79 by Standard Domino 19D; Feddes Hereford, Manhattan, Kan. Hereford, Bowman, N.D. and Chris Roen, Bowman, N.D., \$8000. HH Advance A800; Vanhulzen Hereford, Manhattan, to Harry Brainerd, Manhattan, \$5300. FH 958 Domino 020, 1/18/80 by The Red Fox; Feddes Hereford, to Nasbit Land & Cattle, Three Forks, \$5000. LH 4692 Mark 981, 3/20/79 by LH Wetmore 4592; Landers Hereford, Wilsall, to Hollow Top Ranch, \$4800. RE Advance 948; 6/25/81 by HH Advance A898; Richard Ewing, Power, to Bobby Wood, Groom, Texas, \$4500. BJ L1 Domino 909, 4/21/79 by L1 Domino 72280; McDonnell Hereford, Billings, to Bayers Hereford Ranch, Twin Bridges, \$4500. L3 Four Seasons 3, 1/22/79 by S Titan 7777; Largent & Sons, Wilsall, to Glennie Ranches, Two Dot, \$3500. IH Mr. Superb, 1/30/79 by DH 98 Misch K212; Isbell Hereford, Wilsall, to Henry Guth, Wilsall, \$3600. L3 Titan, 3/2/79 by Titan 23D; Largent and Sons to Glennie Ranches, \$3300. MJB Advance 838, 3/5/79 by CH Domino 880; McDonnell Hereford, to Hollow Top Ranch, \$3200. Reserve champion: FH Domino 999, 10/12/79 by HH Advance A770; Feddes to Cloyd Lee, Idaho Falls, Idaho, \$3000. Champion: LH 5130 Classic 957, 4/3/79 by 3J Montana Dom 5139; Matt Strommen, Seco, to Bud Pyle, Big Timber, \$2800.

This was a fast, active sale; a really nice selling event. The rancher trade was as strong as it has ever been at this sale. Cattlemen purchased most of the top-selling cattle at strong prices; and this allowed the sale to move rapidly. It was all over in less than two hours selling time.

—RALPH HEINEMANN

Congress studies price aid structure

The top agricultural issue in Congress in the next few months will be "the whole agricultural support structure," said Wayne Boutwell, agriculture specialist for U.S. Sen. Thad Cockran, R-Mont.

Boutwell told CNS in an interview that hearings on the proposed changes in the farm bill will start in March.

Target prices and the loan rate structure will be focused on, he said. If target prices were eliminated, loan rates would have to be raised. Boutwell said, adding that "target prices have never been at an effective level, but the loan rate has been used extensively as a marketing tool."

BULLS, BULLS, BULLS Big, Stout Canadian Bulls

Riverton, Wyoming
March 6, 1981 1 p.m. at the
Riverton Livestock Auction

Selling 70 Hereford Bulls

Coming two-year-olds bred by top-plus bull:

Dormel Zento 8
WJ Standard Lad 726
Britisher Mischel HEW 8F
Britisher L1 Lad HEW 2G
EG Superior Lad J41

My cow herd was started mostly with Lester Thompson cattle of Bozeman, Montana and Eason Becker cattle, one of the oldest performance-tested herds in Montana. He started testing 40 years ago. Some of the best Becker cows we bought are still in our herd. There also is a lot of Golden Superior blood in the sale cattle. Golden Superior was a certified meat sire, owned and tested by Pled Piper Farm of Texas. These Canadian bulls have made a real good cross on our Anxley 4th cows. If you want some good, uniform cattle with plenty of length, be at Riverton, March 6. Cattle can be seen at Pavilion, Wyoming.

Edgar Cripps & Sons

Ken 307/856-7360 • Pavilion, Wyoming
Edgar 406/246-3292 • Dixon, Montana
Bill 406/428-2147 • Lewiston, Montana

SYMENS BROTHERS

1st
**Limousin
Production Sale**
MONDAY, MARCH 9, 1981 1 P.M.
At the farm, located 1 mile south of Amherst, South Dakota



One of the many featured bulls is Mr. Symens Bull, a youth, long-bodied son of Mr. Symens. This bull has been popular on the show circuit, being named the grand champion of the 1980 South Dakota State fair and reserve at the same time.



This young, finished Canadian cow is the daughter of one of the many featured bulls. This bull has been popular on the show circuit, being named the grand champion of the 1980 South Dakota State fair and reserve at the same time.

SELLING 108 REGISTERED LOTS

88 Bulls... Yearlings, 18-month-olds and two-year-olds

14 Fullblood Bulls
29 Purebreds... including 5 blacks, 1 black & polled and 2 red, polled bulls
45 Percentage Bulls

20 Females

6 Open Fullblood Females... all transplant prospects
12 Open Purebred Females... many are show prospects
2 Open 75% Females



Ken Holloway 406/887-2418
Bruce Brooks 406/663-2457

SALE CONSULTANTS



For More Information

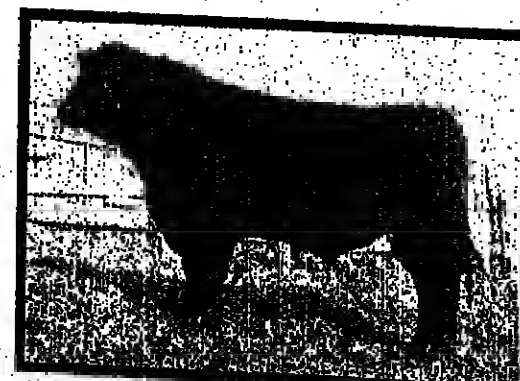
SYMENS BROTHERS

Amherst, South Dakota 57421
John 605/448-5725
Office Phone: 605/448-2624
Irwin 605/448-2596
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80 Big, Rugged Bulls

STEP UP
To Consistent
Genetic Improvement

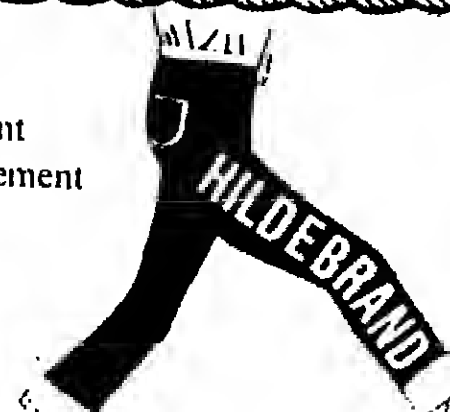
This Bull pictured and 45 other sons of Shoshone Jarvis 813 sell.



Shoshone Jarvis 813. Weaning Index 135, Yearling Index 119. Weight at 3 years of age, 2100 lbs. This is an extremely large framed son of Scheerbrook Shoshone, the most performance proven bull in North America.



A top son of Marshal Jarvis 521. Birth weight 80 lbs., Weaning Index 110, Cain Index 122, Yearling Index 116.



Monday,
MARCH 2nd
AT THE RANCH
Henry, Nebraska

The Cowman's Measuring Stick!
Many top cattlemen using Hildebrand bulls tell us their records show that calves sired by Hildebrand bulls usually outweigh all other calves. The higher price per pound plus the extra weight means these bulls didn't really cost any thing—they paid for themselves!

LUNCH - 11:30
Sale - 12:30

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HENRY, NEBRASKA
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TORRINGTON, WYOMING

INTERMOUNTAIN
Forms and Ranches 13

180 HEAD RANCH
 Located near Burley, Idaho. Excellent 2-story, solid brick home and other improvements. Assumable low interest loans to qualified buyers. Call for complete details
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E AND HAY RANCH
CRES. ABUNDANT WATER. Year
OVER 4,000 GPM, Inexpensive
SPRINKLERS, 2 pivots. 300 acres
are ditches, 2, MODERN HOMES,
Irrn. New, completely EQUIPPED
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